



Resources for Complete Count Committees

Introduction

Resources for CCCs

Now that you've completed the CCC Training Manual Module, this next module will introduce you to some of the resources the Census Bureau has to help you jump start your activities.

Over the coming months, we'll continue rolling out more resources and information so be sure to stay in touch with your Partnership Specialist for the latest developments!



Resources for CCCs

- Websites
- Digital Engagement
- Data & Research
- Community Outreach
- Recruiting
- Statistics in Schools


**Shape
your future
START HERE >**

United States®
**Census
2020**

Resources for CCCs

Websites

- 2020census.gov
- Partnership Portal

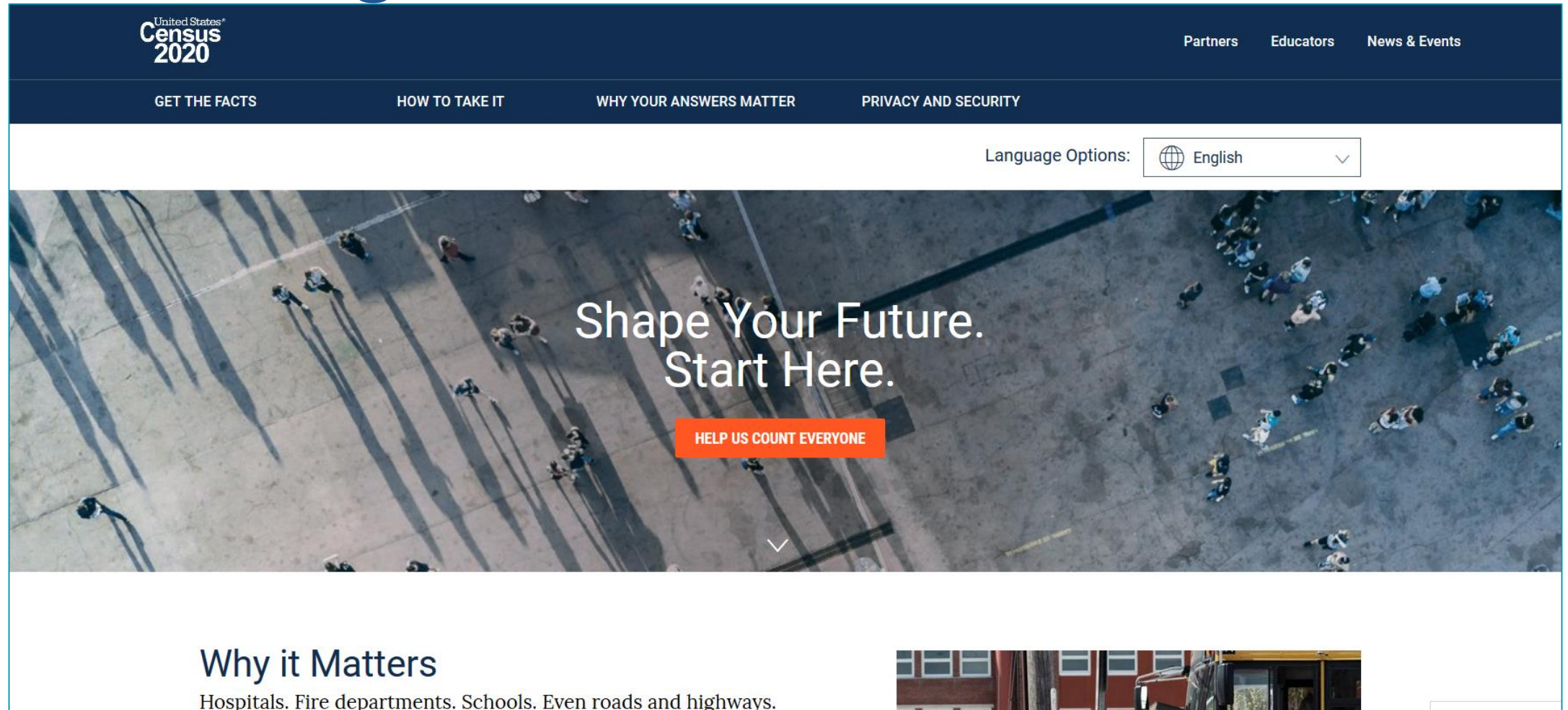


The screenshot shows the Partnership Portal homepage. At the top is the United States Census Bureau logo and navigation links: ABOUT, PARTNER, RESOURCES, and 2020. The main banner features a crowd of people and the text "Measuring America: People, Places, and the Economy". Below this, it says "Partner with the U.S. Census Bureau to help America work better through data". A section titled "WHY PARTNER?" contains two icons: three hands (labeled "Increase participation") and a lightbulb (labeled "Make the Census Bureau work for you").

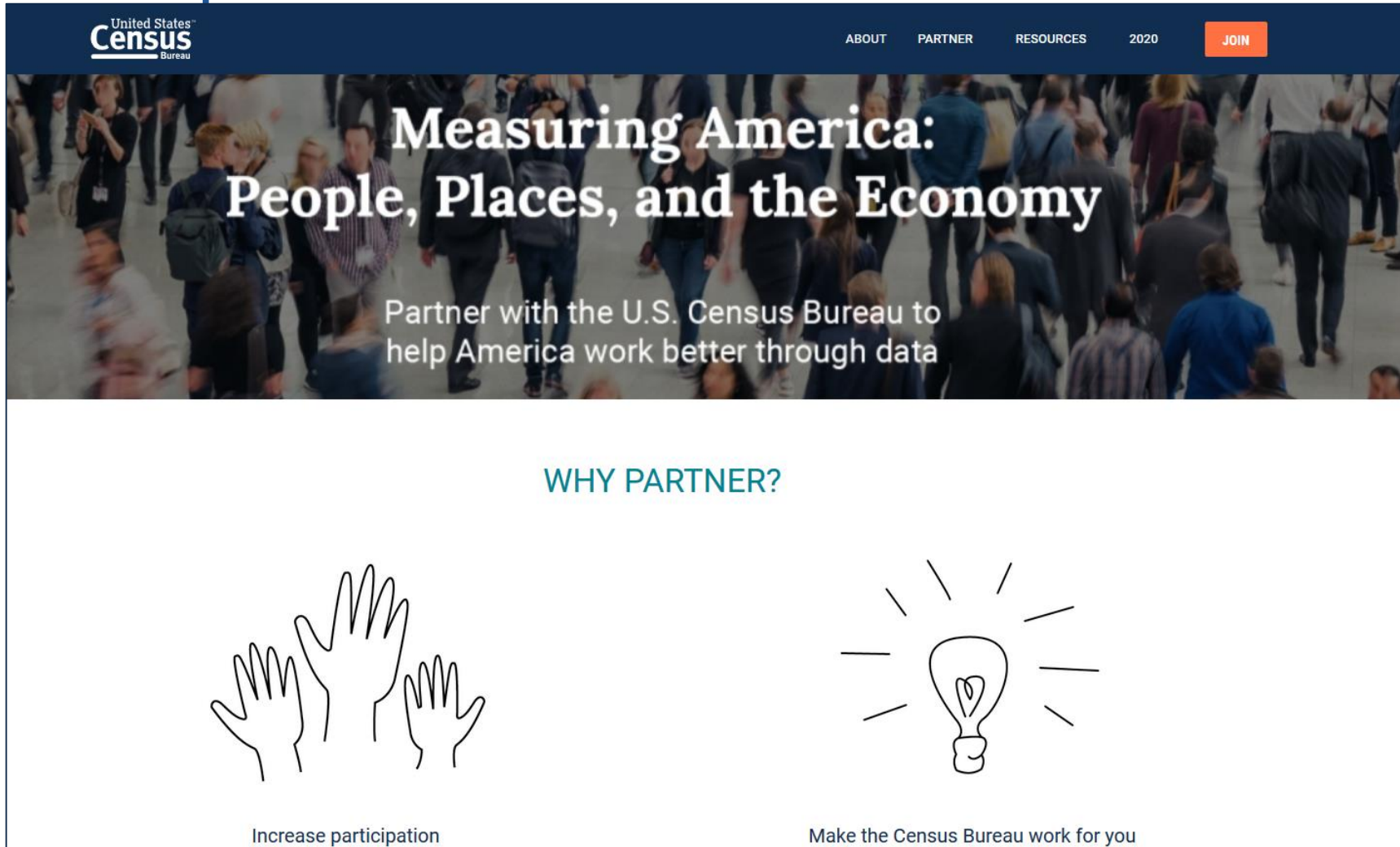


The screenshot shows the 2020 Census website. At the top is the United States Census Bureau logo and a search bar. Navigation links include BROWSE BY TOPIC, EXPLORE DATA, LIBRARY, SURVEYS/ PROGRAMS, and INFORMATION FOR... Below this is a breadcrumb trail: // Census.gov / Our Surveys & Programs / Decennial Census of Population and Housing / 2020 Census. The main heading is "2020 Census". A sidebar on the left lists links: About, Resources, Research and Testing, Library, News, Become a Partner, Complete Count Committees, Business Opportunities, and 2020 Census Jobs. The main content area starts with the text: "The goal of the 2020 Census is to count everyone once, only once and in the right place. The Census Bureau will continue to improve its use of mobile technology, geospatial innovations, and internet self-response." Below this is a "Get email updates" button. Three featured items are shown: "February 1 - 2020 Census PMR" (with a clipboard icon), "2020 Census Operational Plan" (with a bar chart icon), and "2020 Census TEA Map" (with a map icon). An "Updates" section follows, dated FEBRUARY 01, 2019, with the heading "2020 Census Program Management Review – February 1, 2019". The text below states: "These quarterly Program Management Reviews update plans, tests, schedules, budgets and strategies to deliver a successful, cost-effective 2020 Census."

2020census.gov



Partnership Portal



The screenshot shows the homepage of the U.S. Census Bureau Partnership Portal. At the top is a dark blue navigation bar with the "United States Census Bureau" logo on the left and links for "ABOUT", "PARTNER", "RESOURCES", "2020", and a red "JOIN" button on the right. Below the navigation bar is a large hero image of a diverse crowd of people walking. Overlaid on this image is the title "Measuring America: People, Places, and the Economy" in large white text, followed by the subtitle "Partner with the U.S. Census Bureau to help America work better through data" in smaller white text. Below the hero image is a section titled "WHY PARTNER?" in teal. This section contains two columns. The left column features a line drawing of three hands reaching up and the text "Increase participation". The right column features a line drawing of a lit lightbulb and the text "Make the Census Bureau work for you".


United States Census Bureau

ABOUT PARTNER RESOURCES 2020 JOIN

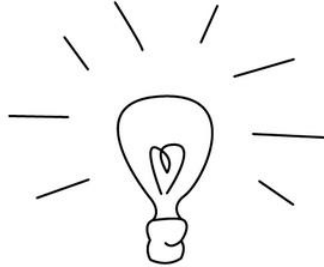
Measuring America: People, Places, and the Economy

Partner with the U.S. Census Bureau to
help America work better through data

WHY PARTNER?



Increase participation



Make the Census Bureau work for you

Partnership Portal

The **2020 Census Partner Materials** page includes:

- Downloadable Fact Sheets
- Social Media graphics
- Downloadable CCC Materials
- A link to the 2020 Census Press Kit
- Audience Specific Materials
- Materials in other languages as they become available

United States
Census
Bureau

ABOUT PARTNER RESOURCES 2020 JOIN

// Census.gov / 2020 Census Partners / 2020 Census Materials

2020 Census Partner Materials

Partners are vital to increasing awareness, trust, and participation in the 2020 Census.

We invite you to use the materials below in your outreach. Resources will continue to be added as they become available. We encourage partners to announce their support for the 2020 Census and share important information with their audiences.

Overview Materials

- Census Partnerships: 2020 Census at a Glance [<1.0 MB]
- Partnership Fact Sheet [<1.0 MB]
- Partnerships at a Glance [<1.0 MB]
- Partnership Frequently Asked Questions [<1.0 MB]
- Press Kit: 2020 Census
- Fact Sheet: The 2020 Census and Confidentiality
- Hoja Informativa: El Censo del 2020 y la Confidencialidad

Audience-Specific Materials

- Partnership Fact Sheet for Community Organizations [<1.0 MB]
- Partnership Fact Sheet for Businesses [<1.0 MB]
- Partnership Fact Sheet for Schools [<1.0 MB]
- Visualization: Counting Young Children in the 2020 Census

Is this

Resources for CCCs

Digital Engagement

- Census Bureau Social Media Channels
- Email Subscriptions
- Census Accelerate

Census Bureau Social Media

- It's easy to share 2020 Census content with your stakeholders!
 - Facebook
 - Twitter
 - YouTube
 - LinkedIn



Email Subscriptions



- ☒ **Education**
 - ☒ **Statistics in Schools**
 - ☒ K-12 Education
- ☐ **Public Sector**
- ☐ **Geography**
- ☒ **Data & Tools**
- ☐ **Surveys/Programs**
 - ☐ Survey of Income and Program Participation
- ☒ **2020 Census**
 - ☒ General 2020 Census Updates
 - ☒ 2020 Census Tests
 - ☒ 2020 Census Conferences, Webinars, and Workshops
- ☐ **American Community Survey Alerts**
 - ☒ ACS Data Releases and Notes
 - ☒ ACS Program Updates
 - ☐ ACS Methodology
 - ☒ ACS Public Use Microdata Sample Files
 - ☒ ACS Reports and Publications

Census Accelerate

- Promotes the production of compelling, accurate, and high quality content to educate people about the 2020 Census
- Through content development sprints, partnerships, and events we bring together creatives, technologists, civic leaders and community organizers to support coalition building between the creative community and local and state efforts

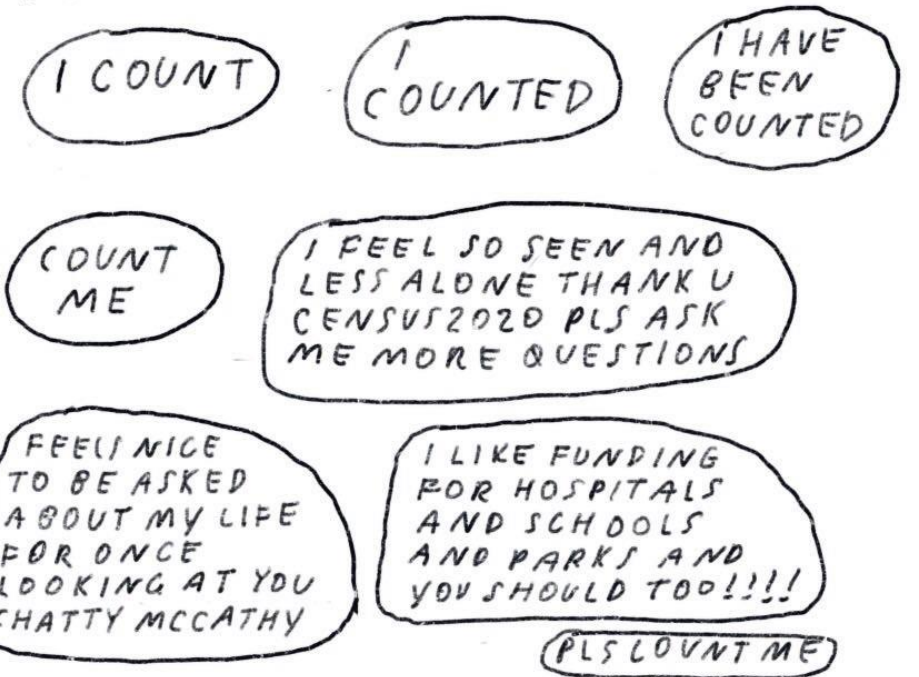


Census Accelerate

How does it work?

- Dissemination, via download, of a structured 'creators toolkit' will enable creative communities to collaborate — a step by step guide to host sprints/workshops (create-a-thons).
- The goal is to generate compelling media assets, spreadable digital content, search-optimized web content, and social media assets, mostly focusing on reaching the hardest to count populations— including millennials, rural communities, families with young children, immigrants, non-native English speakers, underrepresented minorities, among others.
- CCCs can connect with creatives to help drive digital content that will resonate with local communities.

TRYING TO COME UP
WITH A CATCHY CENSUS2020
STICKER LIKE THE "I VOTED"
STICKERS



Resources for CCCs

Data & Research

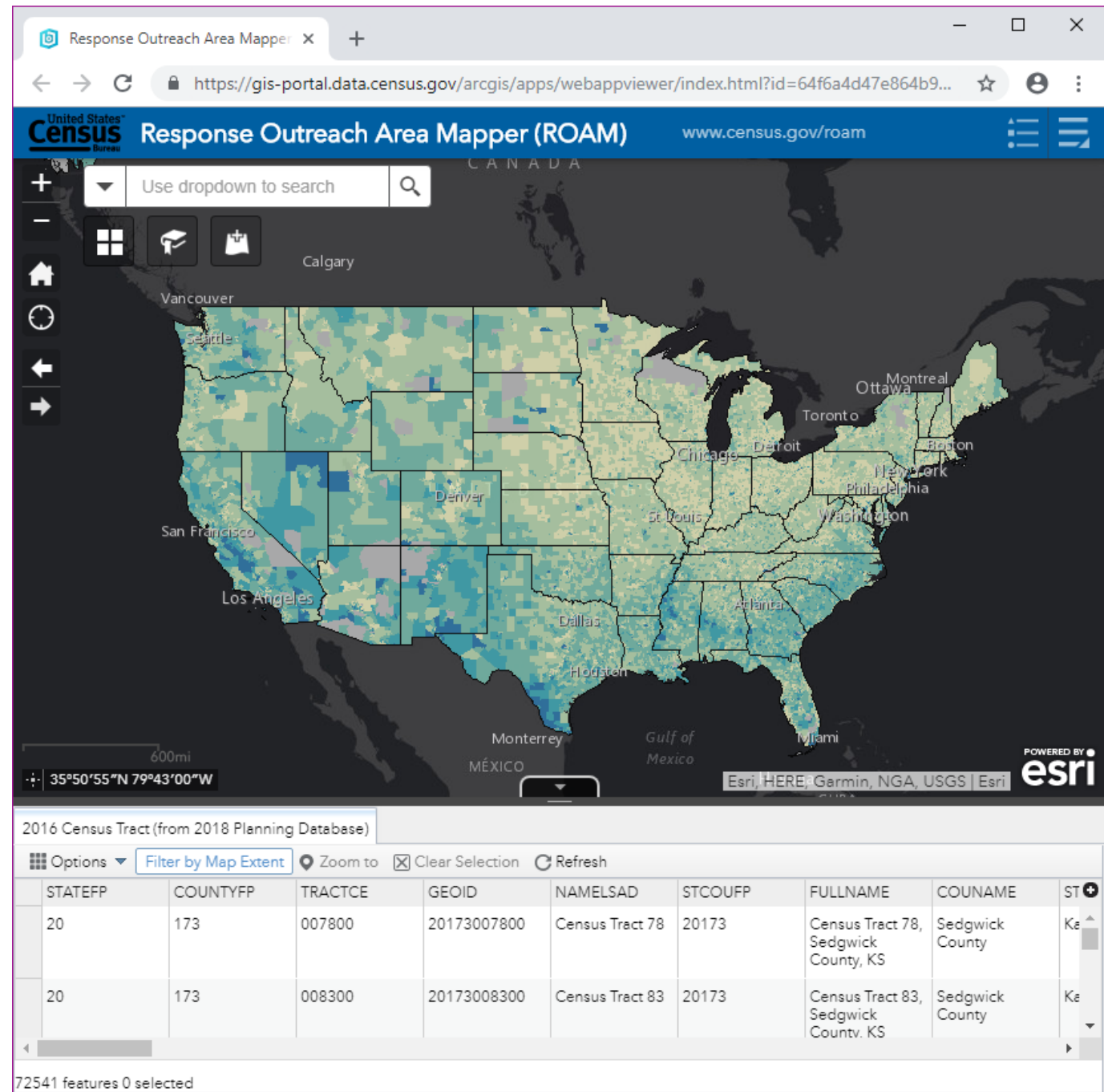
- Response Outreach Area Mapper (ROAM)
- 2020 Census Barriers, Attitudes and Motivators Study (CBAMS)
- Census Explorer Return Rates Mapper



Response Outreach Area Mapper (ROAM)

- Public mapping application that displays characteristics of hard-to-count areas from the PDB
- ACS 5-year estimates data
- Census tract level
- Contact your Partnership Specialist to schedule a ROAM training.

[Access the ROAM](#)



Response Outreach Area Mapper (ROAM)

Low Response Score (LRS) Overview

- LRS = predicted level of census nonresponse at the tract level
- Values from 0-100
- For example: If LRS= 25, we are estimating that 25% of households in that tract will not self-respond to the census

LRS Limitations/Cautions

- Uses 2010 mail self-response and current ACS data – 2020 Census will offer internet, phone and mail options to self-respond
- LRS are not calculated for all census tracts (-1)

How do I access the LRS?

- Census Planning Database (PDB)
- Response Outreach Area Mapper (ROAM) Web Application

<https://www.census.gov>



2020 Census Barriers, Attitudes and Motivators Study (CBAMS)



Study Design: CBAMS Survey

The 2020 CBAMS Survey was administered from February to April 2018 to **50,000 addresses** in all **50 states and Washington, D.C.**



Questionnaire consisted of **61 questions**



Adults 18+ were eligible to participate via mail or web



Households in the sample **received a prepaid incentive** and up to **five mailings** inviting them to participate



Oversampled Asians, Blacks, Hispanics, and other small-sample races.



Roughly **17,500 people responded** to the survey

Study Design: CBAMS Focus Groups

2020 CBAMS Focus Groups held in March and April 2018.



42 focus groups conducted with **11 audiences** across **14 locations**



16 focus groups were **non-English**



Focus group transcripts went through a rigorous process to ensure intercoder reliability



Transcripts were analyzed **to identify themes** among response barriers and motivators

CBAMS Potential barriers to participation in the 2020 Census



Apathy & Efficacy



Concerns about data
confidentiality & privacy



Fear of Repercussions



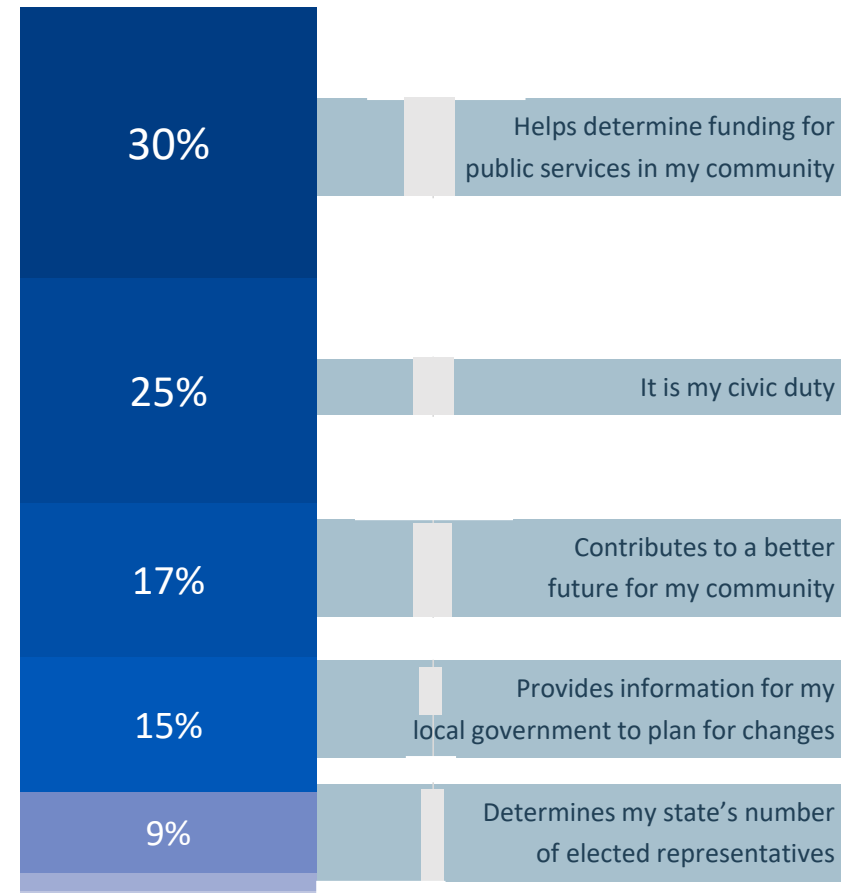
Distrust in Government



Few Perceived Personal
Benefits

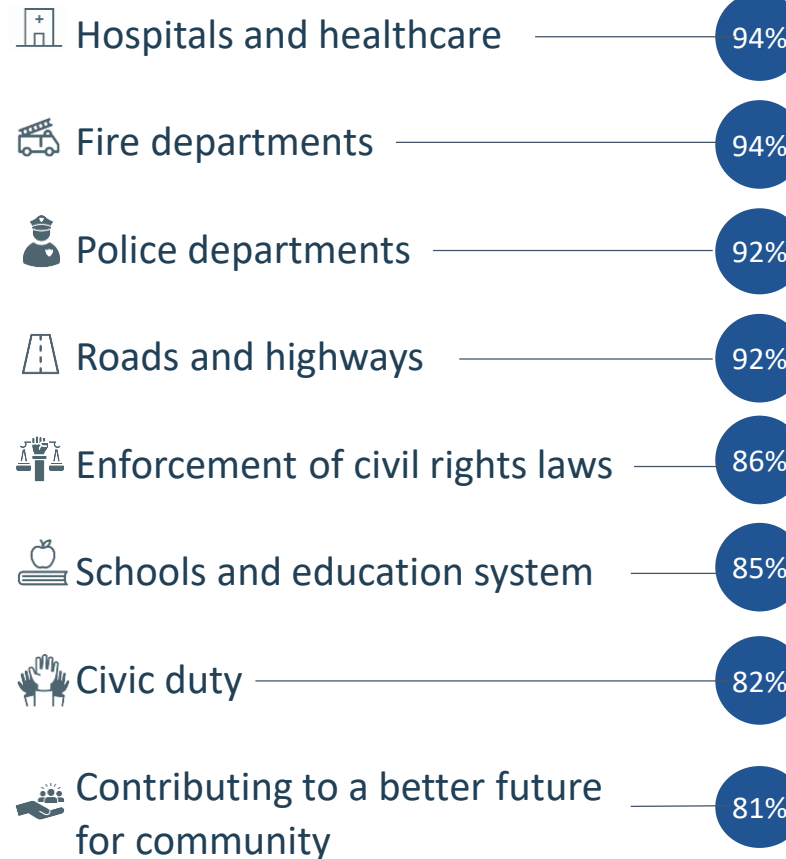
Survey respondents chose funding for public services as the single most important reason to respond

What is the one most important reason to fill out the census?



Public services are important to nearly all respondents


Most Important Motivators




According to the focus groups, what would motivate people to participate?

Conditions that need to be met to be most compelling

- 1 Information about the census and its impact
- 2 Tangible evidence
- 3 Connection to a better future

 Schools & Education System

“Our schools need help. **The schools here do need help.** It hasn’t been that long since the school system was shook up pretty bad, so it does need help, and I don’t know about the fire departments.” — Low Internet Proficiency

 Better Future for Community

“[I would fill it out] **because that data is going to impact my community.** And if it’s not my community, because I die, then **my grandchildren and my children.**” — Spanish (U.S. Mainland)

Focus group results imply community can assuage skepticism

According to many focus group participants, trusted voices and organizations with deep community roots may facilitate participation among the most skeptical by:

- **Providing information** about the community funding and the general census process
- **Assuring people** that participation is safe

Big Picture Conclusions



Knowledge Gaps

- There is a general lack of knowledge about the census' scope, purpose, and constitutional foundation



Barriers

- Apathy and lack of efficacy
- Privacy concerns
- Fear of repercussions
- Distrust of government
- Few Perceived Personal Benefits



Motivators

- Funding for community needs is the most influential motivator across audiences
- Services such as hospitals, fire departments, and schools are important to many respondents

- ✓ Connecting census participation to support for *local* communities may address apathy and lack of efficacy
- ✓ Informing the public on the census' scope, purpose, and process may address privacy and confidentiality concerns and fear of repercussions
- ✓ Engaging trusted voices may address trust-based concerns, especially among the most skeptical and disaffected

2020 Census Barriers, Attitudes and Motivators Study (CBAMS)

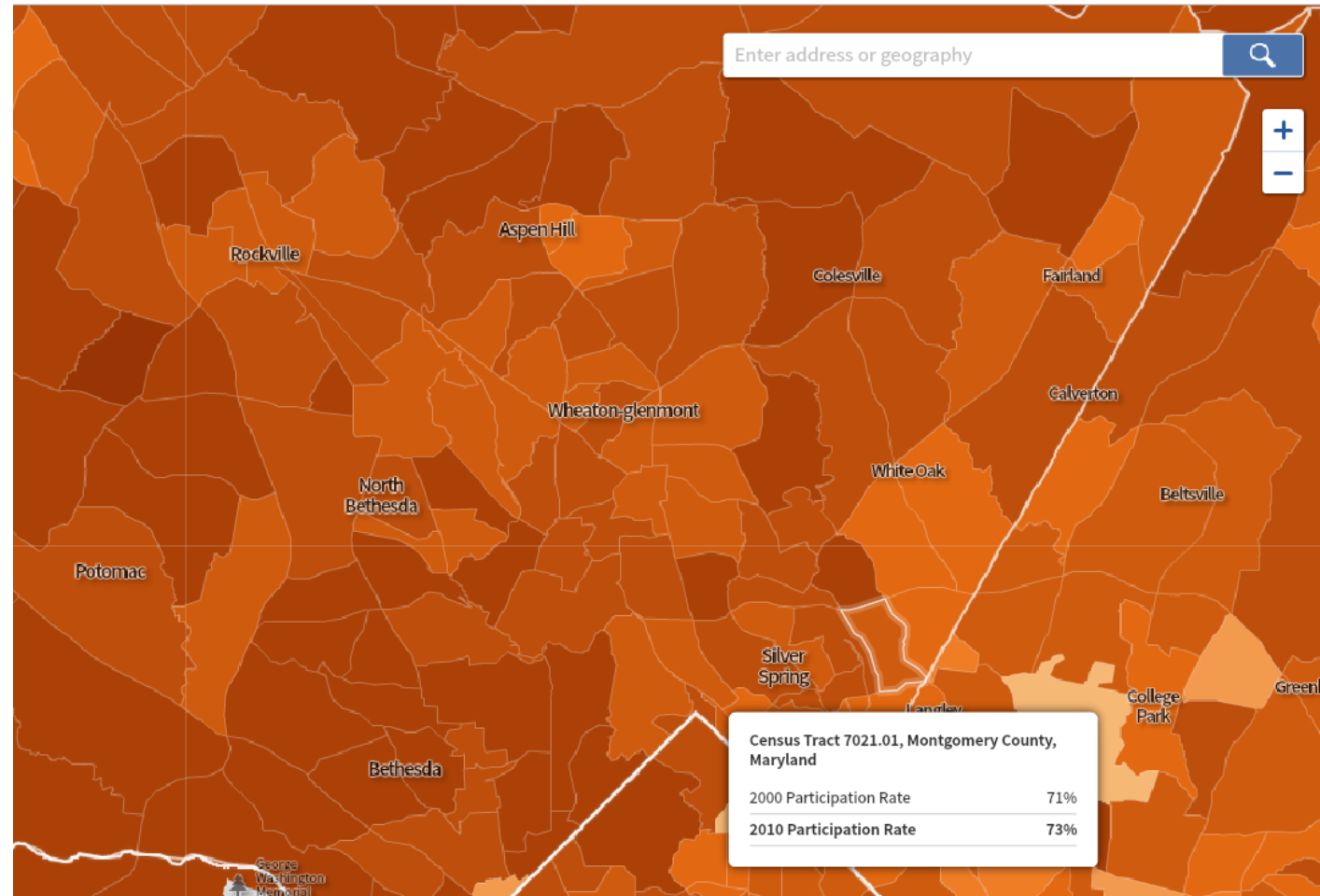


[Click here for full CBAMS Report](#)



Census Explorer Participation Rates

- Mail back return rates from the 2010 and 2000 census
- Available at state, county, place, township and census tract geographic levels
- Caveat: these are mail-back return rates while the 2020 Census will be the first decennial with an online response option.



United States®
Census
2020

Census Solutions Workshop



Why run a Census Solutions Workshop?

Workshops can:

- Build connections
- Develop actionable concepts
- Build momentum
- Showcase a model that other cities and towns can use to generate collaborative relationships with stakeholders

Email: census.partners@census.gov for more info, or connect through a Partnership Specialist

Promotional Materials

Partnerships & Promotional Materials

- The first set of partnership materials have been completed and are ready for use. We are currently working on selecting the appropriate items and quantities that will be more effective for both our national and local efforts.
- Partnership Specialists will share these materials as soon as they become available. Printed materials will also be made available to partners in PDF format via <https://www.census.gov/partners/2020-materials.html>.

Resources for CCCs

Recruiting

- 2020census/jobs.gov
- Recruitment Toolkit
- Print Materials



2020 Census Jobs



2020 Census Recruitment Toolkit



2020census.gov/jobs
#2020CensusJobs

United States®
Census
2020

United States®
Census
2020

2020 Census Job Qualifications

You may be eligible if:

- You are a U.S. citizen.
 - You are at least 18 years old.
 - You have a valid Social Security number.
 - You have a valid e-mail address.
 - You complete an application and assessment questions. (For some positions, the assessment questions may be available in Spanish; however, an English Proficiency Test may also be required.)
 - You are registered with the Selective Service System if you are a male born after December 31, 1959.
 - You pass a criminal background check and a review of criminal records (including fingerprinting) as part of the Census Bureau's hiring process.
 - You do not engage in any partisan political activity while on duty.
 - Your current employment (including law and regulatory enforcement jobs) is compatible with Census Bureau employment (reviewed on a case-by-case basis).
 - You are available to work flexible hours, including days, evenings, and/or weekends.
 - You commit to completing training. (If offered a job, you will be paid for this training at a training pay rate.)
- Most jobs require employees to:
- Have access to a vehicle and a valid driver's license, unless public transportation is readily available.
 - Have access to a computer with Internet and an e-mail account (to complete training).

United States®
Census
2020

4

[Access the 2020 Census Recruitment Toolkit](#)

Twitter

English

The U.S. Census Bureau is now recruiting for thousands of 2020 Census Takers. Apply online for a temporary job at 2020census.gov/jobs. #2020CensusJobs #ApplyNow
Recommended image to post with this copy:



You can make a difference and help your community by applying for a temporary 2020 Census job. Responses to the census make a real difference. Apply online at 2020census.gov/jobs.

Recommended image to post with this copy:



Spanish

La Oficina del Censo de los EE. UU. está contratando a miles de censistas para el #CensoDel2020. Solicite empleo temporal por Internet en 2020census.gov/jobs.
Recommended image to post with this copy:



Usted puede hacer la diferencia y ayudar a su comunidad solicitando empleo temporal con el #CensoDel2020. Los resultados hacen una verdadera diferencia. Solicite empleo por Internet en 2020census.gov/jobs. #SoliciteEmpleoHoy

Recommended image to post with this copy:



United States®
Census
2020

14

Print Materials

JOIN THE 2020 CENSUS TEAM

APPLY ONLINE!



2020census.gov/jobs

2020 Census jobs provide:

- ✓ Great pay
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call 1-855-JOB-2020

Federal Relay Service:
1-800-877-8339 TTY: 833-833-8339
www.gsa.gov/fedrelay
The U.S. Census Bureau is an Equal Opportunity Employer. D-1040

**WE CAN
BE CENSUS TAKERS**



APPLY ONLINE!
2020census.gov/jobs

2020 Census jobs provide:

- ✓ Great pay
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call 1-855-JOB-2020

Federal Relay Service:
1-800-877-8339 TTY: 833-833-8339
www.gsa.gov/fedrelay
The U.S. Census Bureau is an Equal Opportunity Employer. D-118

**WE CAN
BE CENSUS TAKERS**

APPLY ONLINE!
2020census.gov/jobs

2020 Census jobs provide:

- ✓ Great pay
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call
1-855-JOB-2020

Federal Relay Service:
1-800-877-8339 TTY: 833-833-8339
www.gsa.gov/fedrelay

The U.S. Census Bureau is an Equal Opportunity Employer.



**I CAN
BE A CENSUS TAKER**

APPLY ONLINE!
2020census.gov/jobs

2020 Census jobs provide:

- ✓ Great pay
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call
1-855-JOB-2020

Federal Relay Service:
1-800-877-8339 TTY: 833-833-8339
www.gsa.gov/fedrelay

The U.S. Census Bureau is an Equal Opportunity Employer.



SOMOS
ABUELOS, Y

SOMOS CENSISTAS

¡ÚNASE AL CENSO DEL 2020!

COMPLETE LA SOLICITUD
POR INTERNET

2020census.gov/jobs

Los trabajos del Censo
del 2020 ofrecerán:

- ✓ Buen salario
- ✓ Horarios flexibles
- ✓ Paga semanal
- ✓ Capacitación pagada

Para más información o ayuda para completar la solicitud,
por favor llame al 1-855-JOB-2020

o use la red de telefonía
táctica 1-800-877-8339
o vaya a www.gsa.gov/fedrelay

La oficina del censo de su área le ofrece igualdad de
oportunidades de empleo.



SOY
MAMÁ, Y

SOY CENSISTA

¡ÚNASE AL CENSO DEL 2020!

COMPLETE LA SOLICITUD
POR INTERNET

2020census.gov/jobs

Los trabajos del Censo
del 2020 ofrecerán:

- ✓ Buen salario
- ✓ Horarios flexibles
- ✓ Paga semanal
- ✓ Capacitación pagada

Para más información o ayuda para completar la solicitud,
por favor llame al 1-855-JOB-2020

o use la red de telefonía
táctica 1-800-877-8339
o vaya a www.gsa.gov/fedrelay

La oficina del censo de su área le ofrece igualdad de
oportunidades de empleo.



Resources for CCCs


Statistics in Schools

- Curriculum
- Promotional Materials (coming)



Curriculum

- K-12
- Based on relevant education standards and guidelines that outline the foundational knowledge and skills students should have at certain levels
- Designed to supplement or guide, not replace, existing curricula




Statistics in Schools: Preparing Students for a Data-Driven ...


Watch later Share

Statistics in Schools: Preparing Students for a Data-Driven World


This video discusses how the Census Bureau has expanded its efforts to promote statistical literacy by providing real life data for the classroom.




Statistics in Schools: Preparing Students for a Data-Driven World




Enhancing Educators Through Numbers



In My Class



Life By Numbers



Why Statistics?
Featuring Eric Newburger

Promotional Materials

Schedule

- March 2019 - New material development
- Summer 2019 - New 2020 worksheets (preK-12) posted to SIS site
- Fall 2019 - Back to School and kits sent to principals/administrators
- Winter 2019 - Videos and webisodes available
- March 2020 - SIS Week

Summary

Resources for CCCs

- There are many ways to engage your stakeholders about the 2020 Census, both online and in the community;
- Let us know if you'd like to further explore any of the resources we've shared today;
- Stay tuned over the coming months as we continue to roll out more informational and promotional materials to help you create the messages that resonate most where you are.

Contact Information

Please contact:

ATLANTA

Atlanta.rcc.partnership@2020Census.gov

CHICAGO

Chicago.rcc.partnership@2020Census.gov

DALLAS

Dallas.rcc.partnership@2020Census.gov

LOS ANGELES

Los.Angeles.rcc.partnership@2020Census.gov

NEW YORK

New.York.rcc.partnership@2020Census.gov

PHILADELPHIA

Philadelphia.rcc.partnership@2020Census.gov

If you reside in:

Alabama, Florida, Georgia, Louisiana, North Carolina and South Carolina

Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, and Wisconsin

Arizona, Colorado, Kansas, Montana, Nebraska, New Mexico, North Dakota, South Dakota, Oklahoma, Texas, Utah, and Wyoming

Alaska, California, Hawaii, Idaho, Nevada, Oregon, and Washington

Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Rhode Island, Vermont, and Puerto Rico

Delaware, District of Columbia, Kentucky, Maryland, Ohio, Pennsylvania, Tennessee, Virginia, and West Virginia

Nesreen Khashan

Community Partnership and Engagement Program (CPEP)

301-763-4049 (O)

202-510-6403 (M)

nesreen.khashan@census.gov

THANK YOU!

Questions?